

FROM THE I. B. S.

Number 8
December 6, 1945

The Board of Governors Meeting held in New York over the Thanksgiving weekend produced a number of important changes in the structure of college radio. A new and improved Constitution was adopted by unanimous vote of all IBS members present, a series of operational codes was approved, and a majority vote was registered for a change of leadership in Intercollegiate Broadcasting Station Representatives. The latter decision was in a large measure due to the approach of the unhappy financial situation in which we all now find ourselves, hastened by the unfortunate cancellation of the two major IBS contracts.

When the decision of the meeting was presented to Mr. Joseph J. Weed, owner of IBSR, he took immediate steps to replace Mr. Louis M. Bloch, Jr. who had served for four and a half years as Business Manager of IBS, and for five as Manager of IBSR. Mr. Bloch's successor is now operating the IBSR New York office, while Mr. Bloch himself remains temporarily, in an advisory capacity. More on this later.

The turnout for the Meeting was heartening. Every IBS college with the exception of Stephens, Wesleyan, and Ohio sent one or more representatives. Presumably all of these representatives have already turned in a full report on the week-end proceedings. The material enclosed, therefore, is of a supplementary nature to such reports. Specifically, this issue of the newsletter contains a list of the meeting attendance; the report of the post-meeting get-together of the Executive Committee with Mr. Weed; and the financial statements for the year 1945 (which were temporarily held up due to the illness of the IBS bookkeeper).

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People attending Board of Governors Meetings Saturday and Sunday, November 24 and 25, 1945 (*indicates voting privilege).

George Abraham	Executive Committee*
Lincoln Diamant	Executive Committee*
Louis M. Bloch	I.B.S.R.
David Borst	Executive Committee*
David Linton	Executive Committee
Sonia-Jane Brown	Executive Committee
Paul Yergin	Union
Donald Burnside	Brown
Eve Freyer	Cornell*
William Bell	Haverford*
Daniel Weinig	Yale*
Michael Glucksman	Swarthmore*
William Wise	Columbia*
Joanne Lundholm	Wellesley*
Peggy Ryan	Bucknell*
Boyd Howe	Union*

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Richard Kaye	Harvard*
Lewis Somers	Williams*
Charles Neibel	Princeton*
Fred Rheinstein	Princeton
Elizabeth Cady	Brown*
Harry Bane	Williams
Doris Eber	Bucknell
Robert Currie	Pennsylvania
Tom Wertenbaker	Constitution Committee
Harriet Linton	Constitution Committee
Malcolm Furman	I.B.S.R.
Barbara Ranier	Radcliffe*
Mary Camilla Williams	Bryn Mawr*
Lawrence Lader	Harvard
James Sondheim	Columbia
Hilda Abraham	Wife
Doris Levy	Secretary
Richard Holman	Cornell
Marion Brooks	Mary Washington*
Ruth Clayton	Alabama*
Tyba Fingert	St. Lawrence
Virginia Firtsche	St. Lawrence
James Robinson	Princeton
Alison Stacey	Sarah Lawrence
Marcia Mills	Sarah Lawrence
Marie Louise Louchheim	Sarah Lawrence
Don Sohn	St. Lawrence
Jerry Lawson	St. Lawrence
Neil Armstrong	St. Lawrence
Frances Farrell	Alabama

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The following report by the Chairman of the IBS, Mr. George Abraham, summarizes the events and results following the meeting of the Board of Governors.

On Monday after the meeting of the Board of Governors, members of the IBS Executive Committee met with Mr. J. J. Weed of IBSR, relative to the improvement of the current advertising situation. Mr. Weed was most willing to cooperate with IBS and indicated that he would continue to give it his support. In view of the resolution of the Board of Governors, Mr. Weed decided to replace Mr. Louis Bloch as manager of IBSR, at once.

The new manager of IBSR is Mr. Walter Robinson, a graduate of Cornell University, class of 1937. Mr. Robinson has had a long and varied career in salesmanship and almost all branches of radio production. He has worked

for several large firms not directly connected with the radio field. He has worked as an announcer and production man with WNBF, WAGE, KYW, and WQXR, doing newscasting and early-morning shows on the side. Until recently, Mr. Robinson was an officer with the US Army Air Forces. Upon his release, he applied to Mr. Weed for a position with Weed and Co. After careful consideration, Mr. Weed decided that Mr. Robinson was well fitted to take over the intricate and sometimes difficult managership of IBSR.

Mr. Bloch will be temporarily retained by IBSR to pass along unwritten material and contacts relative to potential sponsors to his successors. Mr. Malcolm Furman will continue as assistant in IBSR. Mr. Weed stated that from time to time he now intends to make available to IBSR contacts and experience of his own advertising agency in an effort to increase advertising for the college stations. Other than through Mr. Bloch, Mr. Weed has had little direct contact with the college stations or IBS during the past five years. He hopes to attend the next meeting of the Governing Council and has expressed a desire to meet with representatives of member stations at any time.

During the past four years IBS has appointed IBSR as national advertising representative. IBS has not participated in the solicitation of contracts except at times when IBS required help or assistance. In order to remedy the current deficiency of contracts, it was decided by the IBS Governing Council that the emphasis of IBS work should be placed on securing increased income through advertising. So until the revised IBSR organization is operating effectively, IBS will participate in the work of IBSR as follows:

- (a) Work with IBSR in the solicitation of sponsors
- (b) Prepare and correlate program ideas to be incorporated into presentations.
- (c) Obtain data for combinations of stations relative to wire-line and transcription charges for sponsored programs over a basic network.
- (d) Arrange for participation by member station personnel in the solicitation of advertising. Upon application material in the New York office files will be made available to such personnel. Members of the Yale and Princeton stations have already indicated a desire to participate in this plan.
- (e) Help new member stations get on the air and comply with IBS standards. Investigate the problem of long wave educational stations which desire membership in IBS and representation for national advertising.

Mr. Weed stated that irregularity in the execution of programs and the return of affidavits by many of the college stations has not helped the present advertising picture. Though this condition

has unfortunately existed during the war years, primarily due to the accelerated academic program and a deficiency of personnel, it was pointed out to Mr. Weed that now, most colleges have returned to the normal four year curriculum and there should be a lower turnover of personnel among the member stations. In addition there will be greater stability in IBS, with at least three Governing Council meetings a year, according to the new constitution, instead of one yearly meeting as formerly.

In order to facilitate the task of IBS and IBSR in the retention of present contracts and in securing new ones there are several things member stations can do:

- (a) Fill out all affidavits accurately.
- (b) Get affidavits in on time.
- (c) Let IBS know which of your current or potential programs are available for national sponsorship either for local broadcast or for network transmission (by wire lines or transcription).
- (d) Cooperate with the IBS Business Manager in the solicitation of accounts which may be available through the efforts of member station personnel.
- (e) Inform IBS immediately in the event that your station is off the air.

Before returning to Washington this week, I was pleased to observe the vigor and approach which the New York office staff was applying towards the improvement of IBS in carrying out the program prescribed by the Governing Council. (Thank you - Ed.)

David Linton has prepared data relative to a basic IBS network from Boston to Philadelphia available for sponsorship. In this connection, at the request of the New York office, I have taken up the following matter with the Department of Internal Revenue in Washington. During the summer, according to a classification handed down by the Department of Internal Revenue, IBS and the member stations have been subject to a 25% tax for the use of telephone wires between the stations, local loops, and remote broadcasts. This tax is not applied to standard radio stations. It appears that IBS has a good case in requesting the elimination of the tax. As this matter is pursued further, subsequent reports will be issued.

The new constitution which was adopted by the Governing Council on November 25, went into effect on Monday, November 26th. The Technical, Program and Business codes were polished up at the final meeting of the Council. The codes will be circulated among the members stations so that they can be considered for final adoption at the December meeting of the Governing Council. Minutes of the meeting are in preparation, and will be submitted later.

George Abraham
Chairman, Executive Committee

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It will naturally be a few weeks before the new manager of IBSR can hope to have both advertising matters and normal IBSR functions under complete control. Big strides have been taken toward that end by Mr. Robinson already, but in the meantime, the Business Staffs of all IBS stations are again encouraged to utilize personal contacts to solicit national advertising for the organization. The enclosed blanks are for that purpose. If they are executed by staff members soliciting accounts, IBS and IBSR will be able to keep in close touch with this phase of advertising progress, and advise accordingly.

The Business Manager should hold these blanks and distribute them to staff members on request. Please give this method of solicitation full publicity, stressing the 3% gross commission.

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The cancellation of the GE contract will make the tentative starting budget for January 1st (which I proposed at the meeting) mandatory. In the time between now and the next Governing Council Meeting (see below), every station should once again examine the duties it feels IBS is performing, and should (continue to) perform on the very limited funds that will be available after February 28th.

There can only be a few of these duties, so they should be only the most important. Come to the meeting prepared to cut IBS expenses to the bone, to operate the organization on a shoe-string until it is over the lack-of-advertising hump, which, we all trust, will be a temporary thing.

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The first meeting of the newly activated Governing Council (the new name for the Board of Governors) will be held in this city on the 29th and 30th of December, at the Hotel Biltmore, Room 101. Reservations can be held at the Biltmore for any college personnel desiring to double or triple-up. However, NYO must receive such reservations before December 12th. Otherwise due to the holiday traffic, we can do nothing. The meeting will start at 10:00 a.m., Saturday morning. It is quite possible that all business can be dispensed with by Saturday evening.

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Sincerely
Lincoln Diamant
Business Manager.

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